

ORDER



KSNV

Orders	Order / Rev:	104122
	Alt Order #:	06831863
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	08/07/12 - 08/13/12
	Original Date / Rev:	07/09/12 / 08/10/12
	Order Type:	GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley Shelley for Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	56	\$100,050.00	\$85,042.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
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Month	# Spots	Gross Amount	Net Amount	Rating
August 2013	56	\$100,060.00	\$85,043.50	3.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrea	North America	North America	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	49%	\$100,050.00
Market	100%	\$204,183.67

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$40,836.73
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,669.39
KTUD	0%	\$0.00
KVVU	13%	\$26,543.88
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,083.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM		5-6a		:30	4	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		2	\$400.00			0.00					

Order / Rev.: 104122 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	4	\$400.001	0.00	NM		2	\$800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -TWTF-- 2 \$400.00 0.00															
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/WagM	5-6a		M-----	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/13/12 08/19/12 M----- 1 \$400.00 0.00															
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/13/12 08/19/12 M----- 2 \$700.00 0.00															
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/WagM	6-7a		-TWTF--	:30	3	\$700.001	0.00	NM		3	\$2,100.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -TWTF-- 3 \$700.00 0.00															
E 5	KSNV	08/07/12	08/10/12	Today Show	CM	658a-9am	-TWTF--	:30	4	\$1,400.001	0.00	NM		4	\$5,600.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -TWTF-- 4 \$1,400.00 0.00															
E 6	KSNV	08/13/12	08/13/12	Today Show	CM	658a-9am	M-----	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/13/12 08/19/12 M----- 2 \$1,400.00 0.00															
E 7	KSNV	08/13/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/13/12 08/19/12 M----- 1 \$700.00 0.00															
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.001	0.00	NM		5	\$3,750.00
News 3 Olympic Zone															
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -TWTF-- 5 \$750.00 0.00															
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime	CM	730pm-12am	-TWTF--	:30	5	\$6,000.001	0.00	NM		5	\$30,000.00
Olympics Primetime															
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -TWTF-- 5 \$6,000.00 0.00															
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.001	0.00	NM		2	\$12,000.00
Olympics Primetime															
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -----S 2 \$6,000.00 0.00															
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
Olympics Daytime WEEKEND															
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -----S 4 \$1,700.00 0.00															
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
Olympics Daytime WEEKEND															
OLY DT WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 08/06/12 08/12/12 -----S 4 \$1,700.00 0.00															
E 15	KSNV	08/07/12	08/10/12		CM	9am-4pm	-TWTF--	:30	12	\$1,200.003	0.00	NM		12	\$14,400.00

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Estimate:	30S

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